Journal Of Management Analytical and Solution

Factors Affecting Customer Interest in Buying Sharia Insurance Products (Study at PT. Asuransi Jasindo Syariah Medan Marketing Office)

Indira Rahayu[1], Alfi Amalia[*2]
Faculty of Islamic Religion, Universitas Muhammadiyah Sumatera Utara, Medan, Indonesia
indirarahayu2409@gmail.com

ABSTRACT

This study was conducted with the aim of analyzing the factors that influence customer interest in buying sharia insurance products (Study at PT. Asuransi Jasindo Syariah Medan marketing office. A total of 65 respondents is the number of samples used in analyzing data using the T test, F test and R2 test The results of this study state that the factors that influence interest are promotion, product, price.The result is promotion, product, price simultaneously has a significant influence on interest in becoming a customer of PT.Assuransi Jasindo Syariah Medan Marketing Office.

Keywords: promotion; product; price; interest.

INTRODUCTION

The development of insurance in the history of Islam has occurred for a long time or has existed on this earth for a long time, the terms used are of course different, but each almost has something in common, namely the existence of coverage from a group of people to help others who are in trouble and distress. PT Asuransi Jasindo Syariah or known as Jasindo Syariah is a general insurance company with sharia principles which was first formed as a result of a spin off from the Takaful Business Unit (UUT) of PT Asuransi Jasa Indonesia (Persero) and has been operating since May 1, 2016 according to the decision of the Board of Commissioners. Financial Services Authority (DK-OJK) No. KEP 22/D.05/2016 dated March 30, 2016 concerning the granting of business licenses in the general insurance sector with sharia principles.

By operating fully as an independent company, Jasindo Syariah is able to grow and develop more rapidly and the majority of its share composition is owned by an insurance company that has a high reputation and experience and is known as a reliable and trusted company, Jasindo Syariah as part of the Jasindo Insurance business group will provide Wider insurance options for customers, through products that suit the needs of the community by using Islamic sharia principles. The advantages of PT Asuransi Jasindo Syariah Medan Marketing Office are Fairer System, Transparent, Supervised by DPS, No Burning Funds.

Promotion in the sharia economic system must pay attention to the values of honesty and stay away from fraud. The media or advice used must be in accordance with sharia principles (Abdullah, 2007) According to Indriyo Gitosudarmo, promotion is an activity that is shown to influence consumers so that they can become acquainted with the products offered by the company to them and then they become happy and buy the product. The tools that can be used to promote a product can be chosen in several ways, namely: advertising, sales promotion, publicity, promotion mix.

The product is the center point of marketing activities because the product is the result of a company offered to the market for consumption and is a tool of a company to achieve the goals of the company. A company must have advantages over other products in terms of quality, design, shape, size, packaging, service, warranty/compensation and taste in order to attract consumers to try to buy and choose the product. (Kotler and Armstrong, 2018)

Price is the amount of money charged for a particular product. Companies set prices in a variety of ways. In small companies, it is often determined by marketing management alone. But in large companies pricing is usually handled by division managers or product line managers. The term price in the insurance business is usually referred to as premiums. (Bilson simamora, 2019)

Based on the background and description above, the researchers are interested in conducting research related to the concept of promotion, product and price on customer interest in buying Jasindo sharia insurance products Medan marketing office. With the title Factors that influence customer interest in buying sharia insurance products (Study at PT. Insurance Jasindo Syariah Medan Marketing Office).

LITERATURE REVIEW

1.Interest

The definition of interest according to Winkel in the book Psychology of Teaching defines, "interest is the tendency of subjects who remain to feel interested in a particular field of study or subject and feel happy to learn the material". (Winkel, 1996)

2.Factors influencing interest

Factors that influence a consumer's interest in buying a product can be seen from external and internal aspects. External factors are factors originating from the individual's external environment which greatly influence consumer behavior in buying a product. social factors (Winny Rahmawati)

3.Promotion

Promotion is communicating information between sellers and potential buyers or other people in the channel to meet attitudes and behavior. Promotion comes from the word promote in English which is defined as to develop or improve. This understanding when used with the field as a tool to increase sales turnover (Davies & Leslie, 1994). The existence of promotions aims to attract consumers to want to try new products, find consumers to leave competing products, or mean to make consumers leave existing products mature. , or withhold or reward loyal consumers (Slamet Prayogi, 2019)

4.Promotion Indicator

1. Advertising (Advertising)
2. Personal selling
3. Sales Promotion
4. Public Relations (Humas)

5. Direct Marketing

5.Product

The product is the center point of marketing activities because the product is the result of a company offered to the market for consumption and is a tool of a company to achieve the goals of the company. A company must have advantages over other products in terms of quality, design, shape, size, packaging, service, warranty/compensation and taste in order to attract consumers to try to buy, and choose the product (Kotler & Armstrong, 2003). 2018)

The Product Indicators according to Kotler:

1. Product Quality
2. Product Advantage
3. Product Benefits
4. Durability (Durability)

6.Price

Price is the value exchanged by a consumer with the benefits possessed by an item or service whose value is set by the seller, then bargaining between the seller and the buyer or the price set by the seller for one price to all buyers. (Fandy Tjiptono , 2015)

The price indicators according to Kotler and Armstrong:

a. Price affordability

Price affordability is an aspect of pricing carried out by producers/sellers in accordance with the purchasing ability of consumers.

b. Price match with product quality

Price compatibility with product quality, namely the aspect of pricing carried out by producers/sellers in accordance with product quality that can be obtained by consumers.

c. Price Competitiveness

Competitive power, namely the bidding price given by the producer/seller is different and competitive with that given by other producers, on the same type of product.

d. Price suitability and product benefits

Price balance with product benefits, namely the determination of prices by producers/sellers in accordance with the benefits that consumers get from the products purchased. (Kotler)

METHODS

This research uses multiple linear regression analysis method because the independent variable consists of more than one. The variables that affect are called Independent Variables (independent variables) and the variables that are affected are called Dependent Variables (the dependent variable). This study consists of three independent variables (independent) namely promotion (X1), product (X2), price (X3), while the dependent variable (dependent) is interest (Y). The software used in this study is SPSS (Statistical Product and Service Solutions).(Sugiyono, 2008)

Journal of Management Analitycal and Solution (JoMAS) Vol. 2, No. 3, 2022 | 140-151

The research method is defined as a scientific way to obtain data with a specific purpose and use. This research is a systematic way to collect data and present the results. The type of method that the author uses is quantitative research. The quantitative research method is a research method based on the philosophy of positivism, used to examine the philosophy of a particular sample, collecting data using research instruments, data analysis is quantitative / statistical, with the aim of describing and testing the established hypotheses.(Sugiyono, 2008).

RESULTS

1. Validity and Reliability Test Results

Validity test is used to measure the determination of an item in the questionnaire or scale that you want to measure whether it is valid or not. If the measurement scale is not valid then it is not useful for the researcher because it does not measure or do what it is supposed to do. The level of validity can be measured by comparing the value of r calculated with r table, if rcount < rtable or significant value < 0.05 then the question is said to be valid where the significance level used is 0.05 with N = 65. Meanwhile, to get the rtable, it is done by looking at the product moment table with df = N-2. In this study, the number of respondents was 65 so that df = 65-2 = 63, then the size of the r_{table} was 0.240.

Table 1. **Promotion Variable Validity Test Result (X1)**

Variable	Statement	r_{count}	r_{table}	Description
Variabel Promosi (X1)	Indicator 1	0,399	0,240	Valid
	Indicator 2	0,495		Valid
	Indicator 3	0,649		Valid
	Indicator 4	0,501		Valid
	Indicator 5	0,808		Valid
	Indicator 6	0,816		Valid

Source : Data Processed by the Author (2022)

Based on the results of the validity test of the promotion, that of the 6 items studied, it can be concluded that all question items are valid because they have a corrected item total correlation value above 0.240.

Table 2. **Product Variable Validity Test Result (X2)**

Variable	Statement	r_{count}	r_{table}	Description
	Indicator 1	0,771		Valid
	Indicator 2	0,719		Valid

Journal of Management Analitycal and Solution (JoMAS) Vol. 2, No. 3, 2022 | 140-151

Product Variable (X2)	Indicator 3	0,721	0,240	Valid
	Indicator 4	0,831		Valid
	Indicator 5	0,799		Valid
	Indicator 6	0,702		Valid

Sumber : Data diolah penulis (2022)

Based on the results of the product validity test, that of the 6 items studied, it can be concluded that all question items are valid because they have a corrected item total correlation value above 0.240.

Table 3. **Result of Price Variable Validity Test (X3)**

Variable	**Statement**	**r_{count}**	**r_{table}**	**Explanation**
Price Variable (X3)	Indicator 1	0,794	0,240	Valid
	Indicator 2	0,830		Valid
	Indicator 3	0,803		Valid
	Indicator 4	0,434		Valid
	Indicator 5	0,806		Valid
	Indicator 6	0,790		Valid

Source: Data processed by the author (2022)

Based on the results of the validity test on the price, that of the 6 items studied, it can be concluded that all question items are valid because they have a corrected item total correlation value above 0.240.

Table 4. **Result of Interest Variable Validity Test (Y)**

Variable	**Pernyataan**	**r_{count}**	**r_{table}**	**Description**
Interest Variable (Y1)	Indicator 1	0,730	0,240	Valid
	Indicator 2	0,717		Valid
	Indicator 3	0,781		Valid
	Indicator 4	0,689		Valid
	Indicator 5	0,704		Valid
	Indicator 6	0,775		Valid

Source: Data processed by the author (2022)

Journal Homepage: https://talenta.usu.ac.id/jomas

Journal of Management Analitycal and Solution (JoMAS) Vol. 2, No. 3, 2022 | 140-151

Based on the results of the validity test on interest, that of the 6 items studied, it can be concluded that all question items are valid because they have a corrected item total correlation value above 0.240.

b. Reliability Test

In measuring the reliability of this study using alpha coefficients or Cronbach's Alpha or internal coefficients between question items in an instrument. According to Sugiono (2008) a construct or variable is said to be reliable if it gives Cronbach's Alpha value > 0.60 and if the result is otherwise, it is declared unreliable. The following are the results of the reliability test on each variable carried out by the researcher:

Table 5. Hasil Uji Realibilitas Variabel

Variabel	*Cronbach' S Alpha*	*N of Item*	*Alpha*	Keterangan
Promosi	0,780	6	0,60	Reliabel
Produk	0,894	6	0,60	Reliabel
Harga	0,876	6	0,60	Reliabel
Interest	0,884	6	0,60	Reliabel

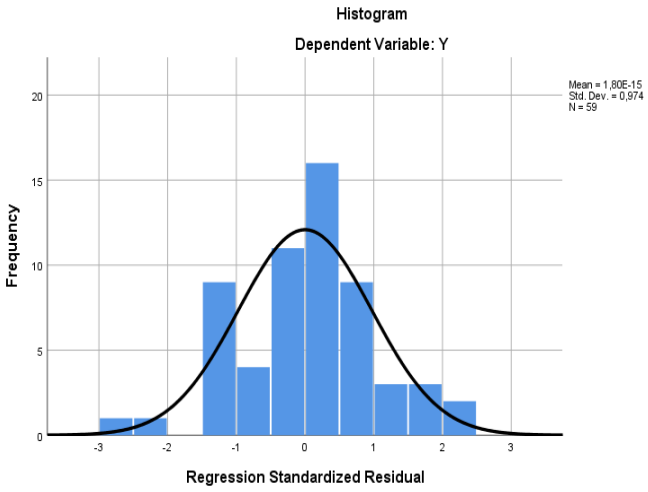
Source: Data processed by the author 2021

Based on table 5, the Cronbach Alpha value on the Promotion variable (X1) is 0.780, Product (X2) is 0.894, Price (X3) is 0.876 and the Cronbach Alpha value on the interest variable (Y) is 0.884. So it can be concluded that the variables X and Y are reliable.

2.Classic Assumption Test

a. Normality test

Figure 1. **Histogram**



The picture above is a histogram graph of normality test results. The histogram graph is said to be normal if the data distribution forms a bell.

Journal of Management Analitycal and Solution (JoMAS) Vol. 2, No. 3, 2022 | 140-151

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		59
Normal Parameters[a,b]	Mean	0.0000000
	Std. Deviation	1.56418426
Most Extreme Differences	Absolute	0.106
	Positive	0.091
	Negative	-0.106
Test Statistic		0.106
Asymp. Sig. (2-tailed)		,097[c]

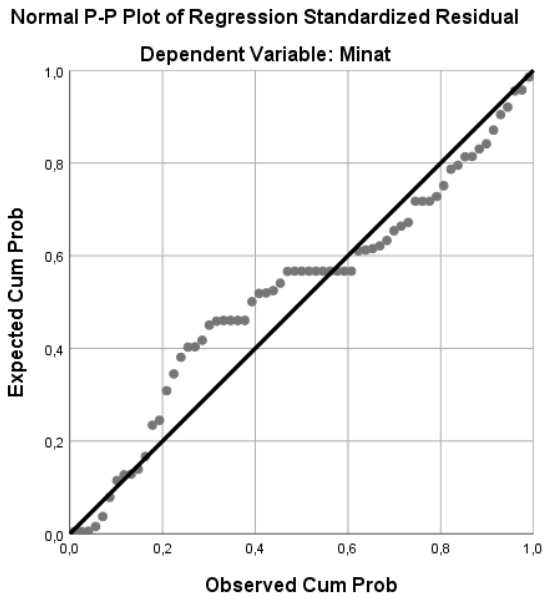
a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Based on the results of the normality test, it is known that the significant value is 0.097 > 0.05, so it can be concluded that the residual value is normally distributed.

Figure 2. **P-Plot Regression**



Based on Figure 4.4 above, it can be seen that a normal distribution will form a straight diagonal line, and the data is said to be normally distributed if it forms a curve line that tends to be symmetrical to the mean. In addition, the Plot of Regression Standardized Residual can also be used. Data is declared to be normally distributed, if the data distribution forms points that approach the diagonal line.

b. Multicollinearity Test

The purpose of the multicollinearity test is to test whether the regression model found there is a correlation between the independent variables. The way to detect multicollinearity is by observing the

Journal of Management Analitycal and Solution (JoMAS) Vol. 2, No. 3, 2022 | 140-151

Variace Inflation Factro (VIF) and Tolerance values. The VIF limit is 10 and the value of Tolerance is 0.1. If the VIF value is greater than 10 and the Tolarance value is less than 0.1, then multicollinearity occurs, then the variable must be excluded from the research model (Ghozali, 2001). The following is a table of results from the results of the multicollinearity test using the SPSS (Statistical Program for Social Science) version 25Statistic:

Table 6. **Multicollinearity Test Results**

Model	***Colinearity Statistic***	
	Tolerance	**VIF**
Promotion	0,368	2,716
Product	0,231	4,330
Price	0,247	4,052

Looking at table 6, it can be seen that the research variables have a VIF value not greater than 10 and a Tolarance value not less than 0.1, so it can be concluded that there is no multicollinearity in the model.

c. Heteroscedasticity Test

The statistical test used with the Glejser test is through regression of absolute residual value with independent variables. The sig value is compared to 0.05. The statistical results can be seen in the table :

Table 7.**Coefficients**[a]

Model	**Unstandardized Coefficients**		**Standardized Coefficients**	**T**	**Sig.**
	B	**Std. Error**	**Beta**		
1 (Constant)	1.973	1.406		1.403	0.166
Promotion	0.023	0.085	-0.056	-0.268	0.789
Product	0.088	0.102	0.228	0.867	0.389
Price	0.092	0.093	-0.251	-0.985	0.329

a.Dependent Variabel : res2

Source : SPSS Output

Based on the results of the heteroscedasticity test through the Glejser test in table 7, it can be seen that the sig. in each variable is worth more than 0.05 and it can be said that this indicates that there is no heteroscedasticity in the regression model in this study, and independent variables can be declared not to have heteroscedasticity.

Journal of Management Analitycal and Solution (JoMAS) Vol. 2, No. 3, 2022 | 140-151

d.Uji Autokorelasi

Table 8. **Autocorrelation Test Results**

Model	R	R Square	Adjusted R Square	Std. Eror of the Estimate	Durbin Watson
1	,846[a]	0.716	0.702	1.913	2.222

Based on Table 8 above, it can be concluded that the value for Durbin Watson is 2,222 in accordance with the provisions that,

1. If d < dL, then this is a positive autocorrelation.

2. If dU < d < 4-dU, then there is no autocorrelation.

3. If 4-dL < d, then this is a negative autocorrelation.

As it is known that the value of Durbin Watson is 2.222 and the results of Durbin Watson are found to be dU = 1.6960 and dL = 1.5035 with n = 65 and the number of independent variables (k = 3). Because Durbin Watson is located between dU and (4-dU) = 1.6960 < 2.222<2.304 , it can be concluded that we cannot reject H0 (failed to reject H0), which means there is no autocorrelation or there is no positive or negative autocorrelation in the tested data.

3. Test Goodnest Test

A. Linear and Multiple Regression Analysis Model

Multiple linear regression analysis is an equation that describes the effect of two or more independent variables on the dependent variable. Or it is used to determine the effect simultaneously or partially between the independent (X) and dependent variable (Y).

B. t test

The hypothesis is that there is an influence between promotion (X1), product (X2), price (X3) on interest (Y). This first hypothesis tester uses the t test.

Table 9. **Coefficients[a]**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.239	2.035		1.101	0.275
Promosi	0.195	0.124	0.178	1.578	0.120
Produk	0.224	0.147	0.216	1.522	0.133
Harga	0.496	0.135	0.505	3.676	0.001

a. Dependent Variable: Interest

Journal of Management Analitycal and Solution (JoMAS) Vol. 2, No. 3, 2022 | 140-151

A. Promotional Hypothesis Testing (X1)

Know the value of sig. for the effect of X1 on Y is 0.120 > 0.05 and the t value is 1.578 < t table 2,000, so it can be concluded that H1 is rejected, which means that there is no effect of X1 on Y.

B. Product Hypothesis Testing (X2)

It is known that the sig value for the effect of X2 on Y is 0.133 > 0.05 and the t value is 1.522 < t table 2,000, so it can be concluded that H2 is rejected, which means that there is no effect of X2 on Y.

C. Price Hypothesis Testing (X3)

It is known that the sig value for the effect of X3 on is 0.001 < 0.05 and the value of t count is 3,676 > t table 2,000, so it can be concluded that H3 is accepted which means that there is an effect of X3 on Y.

C. F test

H4 Hypothesis Testing with F . Test

Table 10

ANOVA[a]						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	561.622	3	187.207	51.154	,000[b]
	Residual	223.239	61	3.660		
	Total	784.862	64			

Dependent Variable : Interest

b. Predictors : (Constant),Promotion,Product,Price

Fourth Hypothesis Testing (H4)

It is known that the significant value for the effect of X1, X2, X3 simultaneously on Y is 0.000 < 0.05 and the calculated F value is 51.154 > 2.753 so it can be concluded that H4 is accepted which means that there is an effect of X1, X2, X3 simultaneously on Y.

D. Coefficient of Determination (R^2)

Table 11. **Partial Test Results (Uji t)**

Model Summary[b]				
Model	**R**	**R Square**	**Adjusted R Square**	**Std. Errorof theEstimate**
1	.846	.716	.702	1,913

Based on table 11 it can be concluded that the determinant coefficient (R2) in this study is 0.846 or 84% so that it can explain the variables of promotion (X1), promotion (X2), price (X3) and interest in being a customer (Y) have a good effect, the rest is influenced by other variables not examined by this study.

CONCLUSION

Based on the results of testing, analysis and data processing that has been carried out, the following conclusions can be drawn:

1. Partial promotion has no significant effect on interest in becoming a customer of PT. Asuransi Jasindo Syariah Medan Marketing Office.

2. The product partially has no significant effect on interest in becoming a customer of PT. Asuransi Jasindo Syariah Medan Marketing Office.

3. Price partially has a significant effect on interest in becoming a customer of PT. Asuransi Jasindo Syariah Medan Marketing Office.

4. Promotion, Product, Price simultaneously have a significant influence on interest in becoming a customer of PT. Asuransi Jasindo Syariah Medan Marketing Office.

ACKNOWLEDGMENTS (OPTIONAL)

All praise and gratitude the author prays for the presence of Allah SWT who has bestowed all His graces so that the author can complete the thesis with the title "Factors Influencing Customer Interest in Buying Sharia Insurance Products (Study of PT. Asuransi Jasindo Syariah Medan Marketing Office) in order to obtain a bachelor's degree . The author would like to thank those who helped the parents of Paini's mother, Sutardi's father, North Sumatra Muhammadiyah University campus and PT. Asuransi Jasindo Syariah Medan Marketing Office.

REFERENCES

Abdullah (2007) *Prinsip Syariah*

Davies, & Leslie. (1994). *Kamus lengkap ekonomi*. https://mill.onesearch.id

Fandy Tjiptono. (2015). *Pengertian Harga*. http://repository.unpas.ac.id

Kotler indikator harga. (2018)

Kotler, & Armstrong. (2018). *Pengertian Produk.*

Sardiman. (2018). *Interaksi dan motivasi belajar mengajar*.

Slameto. (2010). *Belajar dan faktor-faktor yang mempengaruhinya*.

Sugiyono. (2008). *Metode Penelitian Kuantitatif , kualitatif*. https://adoc.pub

Simamora bilson (2019) .*Pemasaran strategi*

Winkel. (1996). *Minat Belajar Mahasiswa*. http://sc.syekhnurjati.ac.id

Yakin, A., & Suryanti. (2018). Pengaruh Faktor Produk Terhadap Minat Mahasiswa Menjadi Peserta Asuransi Syariah (Studi di Fakultas Ekonomi Dan Bisnis Islam UIN Sultan Maulana Hassanudin Banten). *Asuransi Syariah*, *IV*, 153.

Journal of Management Analitycal and Solution (JoMAS) Vol. 2, No. 3, 2022 | 140-151

Yoga Sigit. (n.d.). Manajemen Pemasaran. *Manajemen*.